

Cultural Routes of the Council of Europe Evaluation Cycle 2018-2019

Expert report

TRANSROMANICA - The Romanesque Routes of European Heritage

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TRANSROMANICA
The Romanesque Routes of European Heritage

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

**The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

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1. Executive Summary

TRANSROMANICA has become Certified "Cultural Route of the Council of Europe" in 2007. It is a wide and settled network, with 12 member regions in 9 countries. The network improved a lot in the past eleven years from its creation, with a long previous "history" and experience of "Straße der Romanik" (see: Annex 3/1) which was established as a regional route in Saxony-Anhalt in 1993.

The theme represents an outstanding period in European history and art, which influenced the development of science, arts and society in the whole continent. Besides the present member countries, there is a great potential in the expansion of the network, especially towards the Central-Eastern part of Europe.

The network works on a stable organisational base, with stable financial background, with a permanently employed route manager and a temporarily employed assistant. Their good personal relations to their members' contacts ensure the proper communication and coordination of activities.

TRANSROMANICA carries out a wide range of activities, and covers all the criteria and priority fields listed in CM/Res(2013)67. They are very active in some fields and less active in others, but their overall performance is remarkable. Furthermore, they carry out several other kinds of activities, too. They are really active in participating in calls for projects and events they find important for the improvement of their members, and work on developing new ideas and initiations.

| Summary of the conclusions table | | |
|--|------------|-----------|
| According to Annex 2 – Check list, | | |
| | Yes | No |
| The theme complies with the eligibility criteria for themes, CM/Res(2013)67, I. List of eligibility criteria for themes. | X | |
| The Cultural Route complies with the criteria listed in CM/Res(2013)67, II. List of priority fields of action. | X | |
| The Cultural Route complies with the criteria for networks, as in CM/Res (2013)67, III. List of criteria for networks. | X | |
| The Cultural Route implements the Guidelines for the Use of the Logo "Cultural Routes of the Council of Europe" | X | X |
| Therefore the certification Cultural Route of the Council of Europe | | |
| | Yes | No |
| Should be renewed | X | |

This report represents a three-year evaluation of the Cultural Route (2015-2018). The evaluation process was based on (1) literature review, (2) desk research of the self-evaluation documentation, (3) interviews with route manager and stakeholders, (4) analysis of data provided by the network, and (5) field visit to Magdeburg, the headquarter city. The following chapters describe and analyse all types of criteria and priority fields mentioned in the above conclusion table.

2. Introduction (1-page)

The TRANSROMANICA Association is focussed on the common cultural heritage of the Romanesque art and architecture in Europe. It combines 12 member regions in 9 countries, forming a Romanesque network of itineraries and sites. The network aims at studying the Romanesque heritage in the regions, making the sites accessible to the public, gently developing them as a marketing tool and using the monuments for cultural and tourism purposes.



1. Figure : TRANSROMANICA map
Source: www.transromanica.com

TRANSROMANICA was established as INTERREG IIB CADSES project co-financed by the European Union from 2003 to 2006. First the “Straße der Romanik” was established and then, on the basis of the initial success, the members and leaders decided to internationalise the initiation. An international association located in Magdeburg, Germany was founded in November 2007, now comprising further partners and running on its own budget.

The title of Major Cultural Route of the Council of Europe was awarded to TRANSROMANICA in 2007. This implies that the route enhances common European citizenship and is based on sharing universal values.

TRANSROMANICA is very active in participating European and other regional projects and applications. The network was partner of the project CrossCulTour from 2008 to 2011. Members of the association benefited from additional activities in the field of cross marketing, combining their potentials for cultural and heritage. Since the beginning of 2012 TRANSROMANICA has been a partner in the e-CREATE project which is funded by ERDF. This enthusiasm in project participation is still going on in other initiatives (see Section 3.3).

3. Main Body Evaluation (10-12 pages)

3.1 Cultural Route Theme

It was around the year 1000 in medieval Occident that a common language of art spread for the first time throughout Europe: Romanesque style. Artists from all over Europe were inspired by Roman and early Christian tradition. Using local traditions gave them a regional character. Therefore, the Romanesque style is the first common language of the old continent: it is a language inspired by myths and legends, a fascinating language whose forms of expression reflects the geographic characteristics and a variety of semantic features of medieval Europe over a period of 300 years. The church with its impressive cathedrals and abbeys was accepted as moral, but also social and economic authority. Yet it was more and more opposed by the upcoming cities as secular centres.

We know today that the European medieval societies were extremely mobile despite the difficulties involved in travelling. Thousands and thousands of travellers journeyed on the water and through the countryside, rode with their horses over mountains, travelled with wagons across the land, with ships along the shore and across the seas, on rafts down the rivers and most of the time they travelled on foot. A common way of thinking and shared values became manifest in architecture as well as in fine arts, music, poetry and science, still persisting to date. Romanesque style cathedrals were the focus of urban life. They were like books carved in stone using frescos, sculptures and engravings that appealed to poor people and scholars alike. Despite obvious differences between people, traditions and cultures, this "first" Europe, which has its origin in the Middle Ages, incorporated values that united the continent and reflect the origins of today's Europe: Unity in diversity. (www.transromanica.com)

By guiding visitors in their search of symbols, treasures, pictures and their interpretations, TRANSROMANICA aims at promoting knowledge of European history and fostering a better understanding of European cultural identity. Telling the stories of medieval societies, presenting the stony witnesses of the Middle Ages in today's European regions, letting visitors discover the similarities and regional differences in our European cultural heritage shall furthermore contribute to an appreciation of cultural diversity.

Through the identification, study, interpretation and presentation of the European Romanesque heritage, TRANSROMANICA contributes to the enhancement of the value of and the appreciation of cultural heritage. Architecture provides the visible expression of cultural space and represents a part of European history and culture as the basis of European identity. With the help of the stony witnesses, people are given an understanding of an era that is central to today's self-conception as Europeans. A lively European sense of belonging is fostered especially through exchange, cooperation, sharing of experiences and encounters. By providing access in its different aspects to the Romanesque heritage, TRANSROMANICA fosters giving meaning and value to the sites and providing people the possibility to participate. By developing and sharing knowledge in various educational but also artistic and cultural programmes, further awareness is risen and access is created. With the cultural tourism approach, the economic potential of cultural heritage is utilized and sustainable regional development is fostered.

Therefore, the route's theme represents real European values. It is illustrative of European memory, history and heritage, and contribute to an interpretation of the diversity of present-day Europe, with common roots. Thus it is in compliance with the eligibility criteria of CMRes(2013)67.

3.2 Fields of Action

3.2.1 Co-operation in research and development

TRANSROMANICA Association has a scientific advisory board with 17 members at the moment, almost all of them belong to a certain university. They represent different fields of science, like history, archaeology, art and architecture. Hence, the theme has been researched by group of experts, from different fields and different regions of Europe (Germany, The Netherlands, USA, Poland, Italy, France, Czech Republic, Austria).

The association has a close relation to the European Romanesque Centre¹ in Merseburg, which hosts the scientific advisory board, coordinating several scientists. They also evaluate the new member applicants, whether they represent scientifically researched, authentic sites, and also organise conferences on the topic.

Some outstanding activities from the past three years in this field:

- Inventory of Romanesque Churches in the South of Burgundy, France (ongoing project)
- (2016) Conference Proceedings on the Scientific Conference: Cultural Routes as a Concept – 20 Years of Romanesque Road; in Merseburg, Germany. The exclusive 312-page book contains several studies in German and English.
- (2016) Active Participation in the Future for Religious Heritage Conference in Vicenza, Italy
- (2016) 10th edition of AR&PA Biennial in Valladolid (Spain) (unique, multidisciplinary meeting point and discussion forum for participants from various disciplines involved in the conservation, protection, research, restoration, intervention, interpretation, management and promotion of cultural heritage)
- (2017) Scientific Lecture of the representatives of the CEP (France) at the European Romanesque Centre in Merseburg, Germany. With the title “The Romanesque Ways in the South of Burgundy” the French members of TRANSROMANICA e.V. from Paray-le-Monial visited the European Romanesque Center in Merseburg and held a lecture.
- (2017) 1st edition of Amarante Biennial AR&PA (unique, multidisciplinary meeting point and discussion forum for participants from various disciplines involved in the conservation, protection, research, restoration, intervention, interpretation, management and promotion of cultural heritage)
- (2018) Active participation in different meetings within projects related to cultural routes; like meeting of the Cultural Routes of the Council of Europe in Piacenza, Italy; the first #Routes4U meeting for the Adriatic and Ionian Region in Venice, Italy; in the Focus Group Meeting of the TripleP project in Skopje, Macedonia; and in the first #Routes4U meeting for the Danube Region in Bucharest, Romania.



¹ The European Romanesque Center, also known by its abbreviation ERZ, is an interdisciplinary and interfaith society. Its expertise is based on scholars of numerous subjects such as Architecture, Art History, History, Archaeology, Theology as well as Legal History of the Middle Ages of the Martin Luther University Halle-Wittenberg. Furthermore, plenty monuments of medieval art and architecture of Saxony-Anhalt and its well-known touristic link – the Romanesque Road (Straße der Romanik) – inspired regional experts and international counselors founding the ERZ in 2006. Since 2008, the ERZ is an private research institute attached to the Martin Luther University Halle-Wittenberg. (<https://blogs.urz.uni-halle.de/romanikzentrum/en/wir-ueber-uns/>)

The research carried out by different groups of experts during the past three years was published in different works that were listed in the Annex 17 prepared by the route manager within the self-evaluation documentation.

3.2.2 Enhancement of the memory, history and European heritage

The theme of the route is representative of European memory, history and heritage. Romanesque heritage helps to illuminate the idea of a historically grown cultural space in Europe. It teaches the principle of unity in diversity by showing the original and meaningful links between European regions. Along the TRANSROMANICA Cultural Route visitors are told the stories of Europe in the Middle Ages, can experience culture and understand the European idea. Recognizing similarities and differences in various European regions fosters reflection and tolerance.

Some of the activities related to this field of action are:

- Castle Construction Project (30 years) in Friesach, Austria (ongoing project). Within the concept of this project, they combine tourism, culture, labour market, social agendas and science. The medieval construction site, located in the southern part of Friesach (the oldest city of Carinthia), presents a great historical experiment to its visitors. A medieval castle is being erected – with medieval methods only and without modern tools, no motors or electricity. The highest possible authenticity is the main aim of the project. Additionally, only natural materials like wood, stone, lime, sand, and water are being used. 400 years of building history, from the Romanesque up to the late Gothic period, are being reconstructed.
- Participation in European Heritage Days (ongoing project). There are particular offers in all TRANSROMANICA regions to celebrate the European Heritage Days every year. Examples include but are not limited to a convention in the frame of the concept “The Seasons of Vezzolano” in Italy, guided tours and special events at Romanesque heritage sites and presentation of hidden treasures.
- (2016-2017) Publication of 360 degree panoramic views of the Romanesque Heritage Sites in Saxony-Anhalt, Germany. Along the northern and southern routes in the “Straße der Romanik”.
- (2017) Communication in the event “The Cafés of Europe”, named “Rota do Românico in TRANSROMÂNICA – Portugal as part of the route”, Meeting of the European Association of Historical Thermal Cities, EHTTA. 16-18th May, Caldas da Rainha²
- (2018) Presentation of TRANSROMANICA together with other Cultural Routes of the Council of Europe at the Open Day of the Ministry of Foreign Affairs of Germany in Berlin (presentation carried out by VIA REGIA)

² The City of Caldas de la Rainha, a historical thermal town active member of EHTTA Association, hosted the Café of Europe «Caldas de la Rainha: Crossroad of Cultural Routes » on 16th May 2017. In the course of this event, Rosário Machado, spoke about her experience and good practices in international, national and regional cooperation in preserving and promoting the Romanesque heritage and developing cultural tourism in the framework of Cultural Routes Member of the TRANSROMANICA Executive Board and Director of the "Rota do Românico". – EHTTA started the tradition of the Cafés of Europe with the "Sources of Culture: the Cafés of Europe" project, a truly European partnership in the framework of the call for proposals from the European Culture Programme 2007-2013, whose objectives were cultural cooperation and intercultural dialogue.
(www.transromanica.com)

- 2018) Free public guided tour at Vezzolano Abbey on the occasion of the Italian Open Day of Museums in Albugnano, Italy

This field is also presented as “TRANSROMANICA tip for the weekend” on Facebook.

3.2.3 Cultural and educational exchanges of young Europeans

Young generation is very important target group for most European politics, including culture and tourism as well. In spite of this, it is a hard task for the cultural routes to carry out appropriate activities in this field, as most of them are organised around some scientific theme, thus finding the link to youngsters is not easy. TRANSROMANICA network’s main activities in this field are:

- Inventory of Romanesque Churches in the South of Burgundy, France (ongoing project) – initiated by the French members, where students of architecture are involved, and it is also a learning platform for them.
- Educational Service at the Rota do Românico (Romanesque Route) in Portugal (ongoing project)³
- Extra-curricular learning place Königsutter Imperial Cathedral (ongoing project) – with the title “Geschichte Kreativ – Außerschulischer Lernort am Kaiserdom” they offer artistic and paint workshops for children from the 2nd class, medieval handwriting for children from the 4th class, art and architecture for all senses for secondary school students, workshops about the medieval life of monks and monasteries, herbal garden, musical events, and many more activities for the young generation (www.koenigslutter-kaiserdom.de).

An important issue in this field is the DECRA Erasmus+ project, summarized in more detail in Section 3.3.

3.2.4 Contemporary cultural and artistic practice

We can bravely say that this is the hardest task – to combine history and memory with contemporary times. In this field, the main activities of TRANSROMANICA in the last evaluation period are:

- (2016) TRANSROMANICA Journey of Sound at three Austrian sites – It was organised by Carinthian TRANSROMANICA network in three sites: Maria Wörth, Friesach and Millstatt (events were promoted on Facebook as well, and in printed brochures).
- (2017-2018) Summer Academy on Sculpting at Königsutter Imperial Cathedral
- Montalbâne Festival (annually) – a medieval music festival where TRANSROMANICA partners and/or members represent the cultural route, too.

There is an initiation called “New Art in Old Walls”, with the aim of presenting modern art at Romanesque sites. The most outstanding example can be found in Magdeburg, where the former Premonstratensian Monastery of Our Blessed Lady, a cloister church built between 1064 and 1078, is a unique example of an almost intact group of monastic buildings

³ The Route of the Romanesque of Portugal becomes a member of TRANSROMANICA, the largest European network of Romanesque destinations in 2009. The Interpretation Centre of the Romanesque, promoted by the Route of the Romanesque, opened to the public on September 27, 2018, in the town of Lousada, Porto. Currently, the Route of the Romanesque comprises 58 monuments, located in 12 municipalities of the Sousa, Douro and Tâmega valleys, in northern Portugal. (www.rotadoromanico.com) The Portugal network has a two-year educational programme, specially designed for the youth (link: www.rotadoromanico.com/vPT/ServiceEducativo/Paginas/ServiceEducativo.aspx)

from the second half of the 12th century. Today it is the most important museum of contemporary art and sculpture in Germany. (See: Annex3/2).

3.2.5 Cultural tourism and sustainable cultural development

TRANSROMANICA network – starting with the regional route “Straße der Romanik” – early recognised that tourism is one of the best ways to promote Romanesque heritage and its importance throughout Europe. They work closely with tourism organisations and travel agencies, tour operators. The best example is that the Tourism Association of Saxony-Anhalt hosts the headquarter office the network. The most important activities in this field are the following:

- TRAVEL MAGAZINE – an A/4 format exclusive publication of the network, with the presentation of the Romanesque style, art, member regions and their main attractions. They call the attention to medieval cuisine as well. The main, outstanding feature of the publication is presenting the regions with trip packages (one-day, 3-day, 5-day short trips), providing further tourism information as well. (See: Annex 3/3).

An important element of presenting the tourism offer is the combination of cultural heritage with other tourism products, like medieval gastronomy, natural landscapes and active holidays, youth tourism.

Gastronomy is a good theme from different points of view: it is a “trendy” activity to be an expert in national gastronomy, and it is a good and spectacular theme to Facebook, too. They use culinary items for suggestions in every region where to go to restaurants or wine routes.

- Regional Guest Magazine “Fascination Romanesque Road in Saxony-Anhalt”, (annually) – the magazine is published by “Straße der Romanik”, and TRANSROMANICA presents itself in a page. (See: Annex 3/4). (Link: <https://www.strassederromanik.de/de/strasse-der-romanik-gaestezeitschrift/gaestezeitschrift-faszination-strasse-der-romanik.html>)

In the next edition, which will be published before the ITB Berlin in 2019, TRANSROMANICA will cover the middle pages with the title “News from the Transromanica Network”.

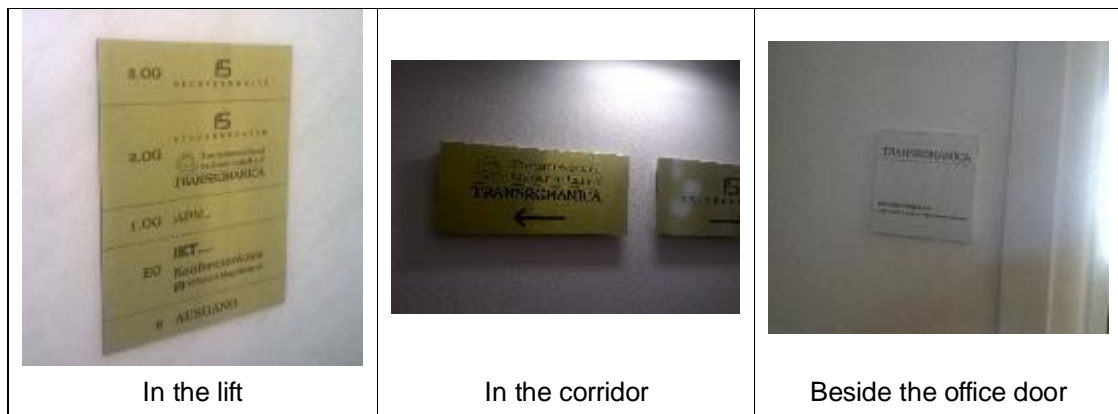
- The network annually, actively participating at the ITB International Travel Fair in Berlin.
- (2016) Cultural Routes Bloggers Trip along TRANSROMANICA and the Roman Emperors and Danube Wine Route in Austria and Serbia. Link: <http://blog.culture-routes.net/category/transromanica/> (See also Annex 3/5.)
- (2016) Development and publication of a bookable cross-border tourism offer in Portugal and Spain with VERONIA Tours. Link: <https://www.veroniatours.com/tours>
- (2018) TRANSROMANICA Bloggers Trip along the “Straße der Romanik” in Saxony-Anhalt. On the basis of its success, they plan to organise such trips for bloggers in the coming years, too, in other member regions, too. (See examples in Annex 3/6)
- SALES MANUAL – an exclusive brochure and CD published within the CrossCulTour project is an important step in the development of cultural heritage tourism products. In the first part of the manual the network, the heritage and the regions are presented, together with a lot of useful tourist information; while in the second part there are several packages with contacts where to book or register, which is outstanding among the cultural routes. (See: Annex 3/7).

The network has several cooperation with tour operators, which were presented in Appendix 11 and 12 of the self-evaluation documentation.

3.3 Cultural Route Network

The official name of the network is TRANSROMANICA – The Romanesque Routes of European Heritage e.V. – that is the form of operation is a registered international association under German law.

The **headquarters** is located in the town of Magdeburg, with a full-time employed route manager. There is also a part-time assistant helping the operational tasks. The office is at the seat of the Tourism Association of Saxony-Anhalt, but it is well signed by plates in the building, as it is shown on the following photos:

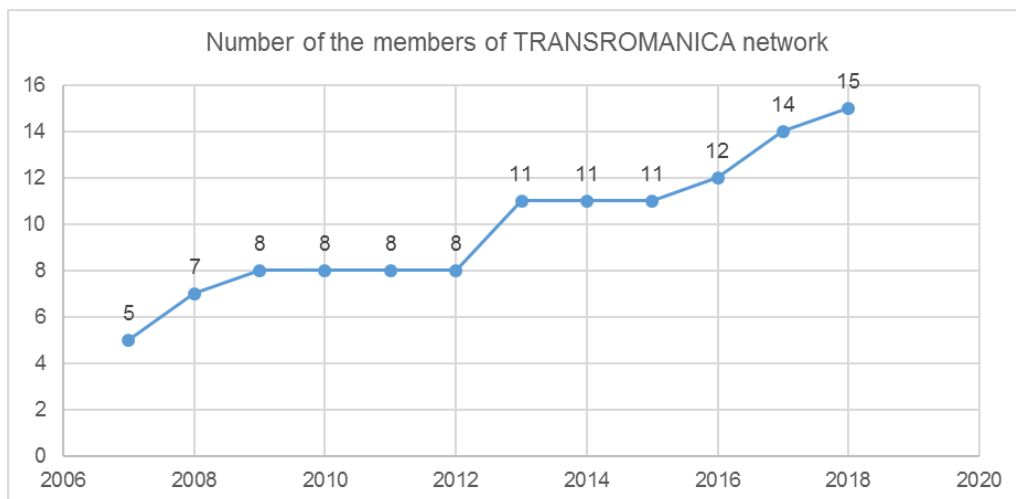


Source: own photos



The **visitor centre for tourists** (in the photo) can be found very close to the headquarters, in the building of The Romanesque Art Centre, which is behind the famous cathedral. It provides information on the regional route (Straße der Romanik) and the international TRANSROMANICA route as well. They use very informative and interactive boards and different games for both children and adults to learn a lot about the Romanesque heritage in Europe. The TRANSROMANICA brochures can be found here, too, besides their own publications – among which a card-series is very impressive about the important tourist attractions in the region (see Annex 3/8).

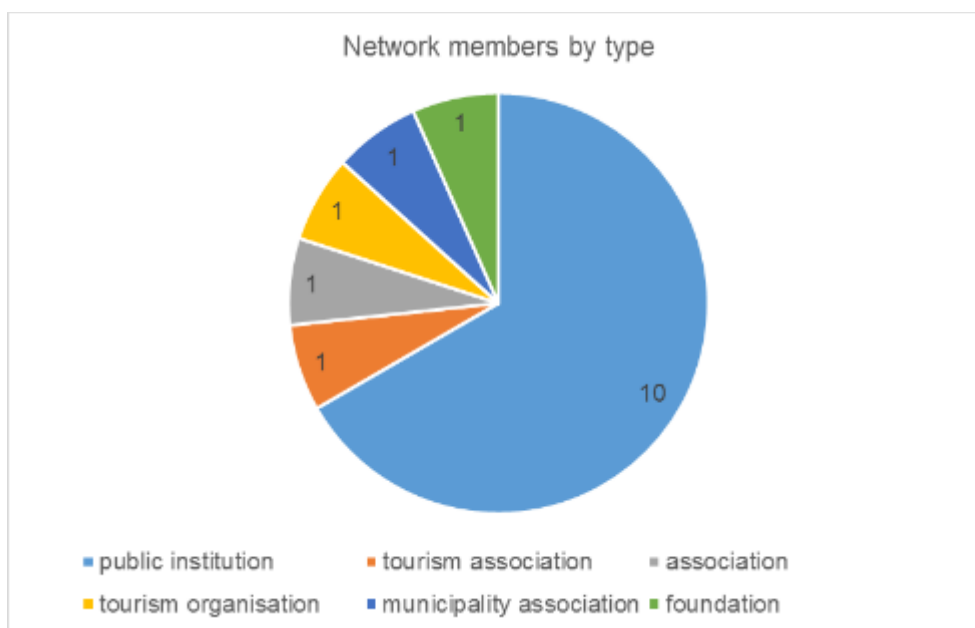
The network has 15 **members** at the moment, there is a slight increasing trend since the certification in 2007, as it is shown on the following figure:



2. Figure : Number of the network members since the foundation

Source : own compilation according to the data provided

According to the Statutes of the association, there are 3 types of membership: full member, sponsoring member and honorary member. According to the information provided, there are only full members at the moment, all of them are some kind of organisation as it is illustrated by Figure 3:



3. Figure : Network members by their organisation type

Source : own compilation according to the data provided

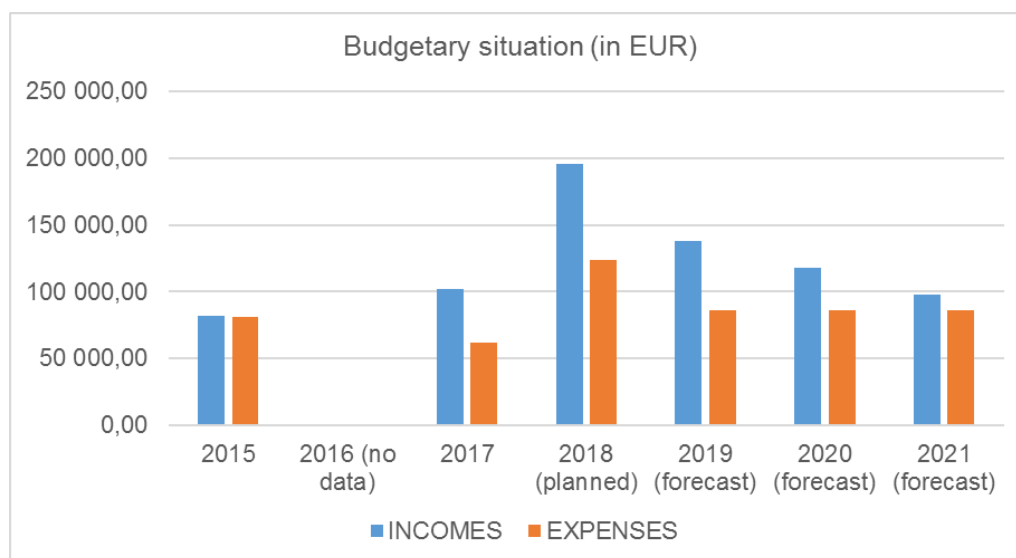
Full members can only be organisations or their representatives, thus the recommendation to widen the network into stakeholders' direction does not fit into their present rules. On the other hand, the network can successfully cooperate with stakeholders in concrete projects and actions, they have outstanding connections with four operators, for instance.

The association **operates** democratically and in transparency. The **main organs** of the association are:

- General Assembly of members – its dates for the previous years were:
 - o 16-18 November 2016, Merseburg, Germany

- 30 May 2017, Alba Iulia, Romania (as the route manager informed me, it is very important for them to connect – if possible – the general assembly with some other events being useful for the members; this assembly was connected to the Training Academy for cultural Routes in Alba Iulia, Romania).
- 20 September 2018, Burgos, Spain.
- Executive Committee – its tasks are to manage the association, prepare the budget and monitoring financial actions.
- Scientific Advisory Board – consists of at least five members who are engaged in scientific, research work in accordance with the association’s purpose. They give advice to the executive committee and also propose projects. At the moment the board has 17 members, almost all of them belong to a university.

Referring to the discussions with the route manager, the **financial situation** of the network is stable, and based on two main sources: the membership fees and funds, which they use for financing special activities and projects. They decided at the General Assembly of 2018 to differentiate the amount of membership fees according to member types, this issue will be one of the matters of the General Assembly of 2019.



4. Figure : Network financial balances

Source : own compilation on the basis of the documents provided

As in the previous evaluation period, the network is very active in **project applications** on European and national levels. The main projects of the previous period are:

- Touristische Weiterentwicklung der Kulturroute TRANSROMANICA:
This is a Sachsen-Anhalt Regional funded project, where the association was the project initiator, lasting for 18 months, with a 89900 EUR budget. The main outcomes are website, travel magazine, sales manual and bloggers trip.
- DECRA – Developing Cultural Routes for All:
It is an ERASMUS+ project with several project partners, with TRANSROMANICA network among them. It lasts for 24 months, with a 177450 EUR budget. The main outcomes are collection of good practices from the Cultural Routes, development of a digital platform for knowledge exchange and search of practices.
“Exchange, learn, inspire” – with this motto, the DECRA project gathered experiences, practices and projects implemented in the frameworks of European Cultural Routes. Currently, a web platform is under development

which will allow interested people to search for these experiences, practices and projects. They are organised among 4 different topics to explore:

- Accessibility: projects and experiences about both digital and physical accessibility to the Routes, to knowledge about the Routes and their content.
- Social inclusion: projects and experiences about social inclusion and citizen participation within the Routes.
- Local heritage: projects and experiences about the valorization of local heritage and the Faro Convention within the Routes.
- Network development: managers and members of the Routes explain how they work on a European scale, and what opportunities and challenges they are facing in short videos.

TRANSROMANICA still benefits from the e-CREATE project of the previous period, which aimed to improve the competitiveness of SMEs in rural tourism by the use of modern technology. The main, still existing results are:

- utilization and operationalisation of best practices where modern technologies are well utilized, like mobile application in Saxony-Anhalt and Portugal,
- use of QR codes
- bloggers' trip, as a good combination of actual, prompt experience and modern technology; on the basis of the success of 2018 they plan to organise bloggers' trip in the following years as well, in other member regions (during the field visit I could watch the short film made by one of the participants, which will be published in their website, too; it is already on Facebook and YouTube).

The association is very active in participating different **events**, organised by either the EICR for Cultural Routes, or other organisations. The main events from the last period are listed below:

- (2016) INTERREG Information Event hosted by the EU Service Agency of Saxony-Anhalt in Köthen,
- (2016) Cultural Routes Training Academy in Strasbourg, France
- (2016) Seminar on funding for Cultural Routes of the Council of Europe, organized by the European Institute of Cultural Routes in Luxembourg
- (2016) Cultural Routes Advisory Forum in Vilnius, Lithuania
- (2017) Information Event "EU Funding for Municipalities" hosted by the EU Service Agency of Saxony-Anhalt in Magdeburg
- (2017) Hosting of and active participation in the Cultural Routes Training Academy in Alba Iulia, Romania
- (2017) Cultural Routes Advisory Forum in Lucca, Italy
- (2018) Meeting of the Cultural Routes of the Council of Europe in Piacenza, Italy

3.3.1 Network extension since last evaluation

Since the last evaluation in 2014, there are 4 new members: Polo Museale del Piemonte (Italy) became a single site member in 2016; the German foundation Stiftung Braunschweiger Kulturbesitz and the Slovak public institution, the Ministry of Culture became members in 2017. The Spanish Municipality of Zamora entered into the network in 2018 as a single site member.

3.3.2 Network extension in the three years to come

There is one new denomination as a possible member, that is the Ministry of Civil Affairs of Bosnia and Herzegovina.



The initiation of the Romanesque Route has celebrated its 25th anniversary in 2018. The “Straße der Romanik” in Saxony-Anhalt today has about 1,6 million visitors, wandering around 88 attractions from the middle ages. The jubilee year started with a new campaign called "PRACHT + MYTHOS" (see the picture to the left) and new offers for visitors. The event series started with a new exhibition „Wissen und Macht. Saint Benedict and the Ottomans“, in the monastery of Memleben, on 6th May. On the next day, the death anniversary day of Emperor Otto the Great, there were concerts and historical plays in the Cathedral of Megdeburg. (www.sachsen-anhalt-tourismus.de)

3.4 Communication tools

TRANSROMANICA Cultural Route uses several kinds of communication tools:

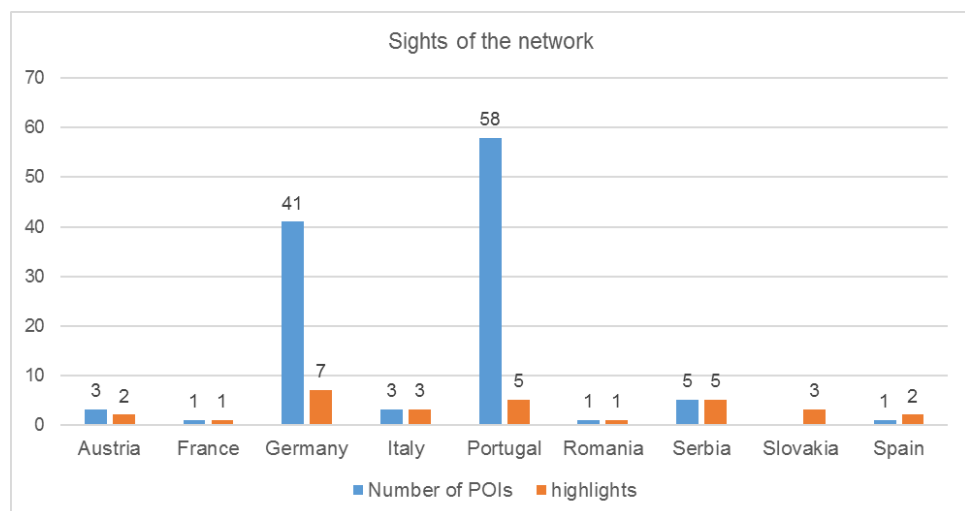
a) Printed materials:

- Travel Magazine – for details see the one before previous chapter, Section 3.2.5. This is a basic publication of the network, edited annually.
- Sales Manual – for details see Section 3.2.5.
- Map – regarding the wide network, they do not have a map of the whole European route, but the regions have their own. For the map of Saxony-Anhalt Romanesque Route, see Annex 3/9.
- Brochure series – there is a series of A/5 format brochures about the member regions, in English and their native language. The design, structure and content elements are similar. See: Annex 3/10.
- Leaflets – the network members publish different leaflets about their specific events, festivals, exhibitions.
- Press articles – according to the wide relations of the network, there are several articles published, which were listed in the Appendix 17 of the self-evaluation documentation. Although it is not a complete list, as major examples, their number is significant and remarkable.
- Newsletter – can be subscribed via the website.
- Other materials: they use several other smaller tools and materials, like pen, cup, calendar, folder, etc.

b) Online tools

- Website

TRANSROMANICA official website is: www.transromanica.com. It is in German, English and Italian languages. The website was made within the CrossCulTour project, as it is declared at the bottom of the pages. There are some deficiencies concerning the website operation, as, for instance, there is no sign of the date of the latest update, and it can cause lack or confusion of information (see: Figure 5), or, another example, there are very few news, the latest is from September 2018.



5. Figure : Number of Points of Interest according to the website, compared to the Travel Magazine highlights

Source : own compilation according to the website and the brochure
 The countries and the POIs were collected according to the present website of the Cultural Route. In spite of that Slovakia became a member in 2017, it is not listed in the menu "Portal – Romanesque heritage", that is why there is no number in the chart in that case. In the latest Travel Magazine the country is listed with its 3 highlights.

According to the information provided, the number of website visitors are approximately 1500 persons/month, but in lack of proper measurement tools, it is just an estimation.

The network plans to launch a new website in the beginning of 2019. The first plans and design is presented in Annex 3/11. The example sites are still not the final ones, as – for instance – the CoE logo should be bigger, more visible, and there are some other issues to be changed. But the initial plans are more usable and have much more content than the present website.

- Social media

TRANSROMANICA has its official Facebook page with almost a thousand followers, in English: <https://www.facebook.com/pg/transromanica>.

Regarding the content, I can outline the last Advent Calendar news, which is a very creative idea, and the “Transromanica tip for the week/weekend” news-series.

TRANSROMANICA uses Instagram: www.instagram.com/transromanica.

3.4.1 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”

After launching the guidelines, the route management does its best to comply with its regulations, and tries to coordinate this among the members. In spite of all their efforts, there are still some deficiencies in the proper use of the CoE Cultural Routes logo. Examples:

- size, colour and position of the logo on the network and partners’ websites
- brochures
- press articles and individual leaflets.

Here I have to mention that the network has its own visibility policy, but the same deficiencies can be found here as well as the CoE rules mentioned above. On the other hand, with the declaration of these rules they insist on unifying the visibility both the whole TRANSROMANICA network and the individual sites, attractions as well.

- There is a Graphic Charter regarding the use of TRANSROMANICA logo (size, fonts, colours, composition, application on pictures and examples for not to do). This guide was provided as Appendix 13 of the self-evaluation documentation.
- Signposting: there is a common signposting design in two variants to be used at the sites and attractions. This was also attached to the self-evaluation documentation as Appendix 16. For local examples of the field-visit see. Annex 3/12.

4. Conclusions and Recommendations (2-pages)

Conclusions:

TRANSROMANICA network has improved a lot since the last evaluation three years ago, but there are still potentials to be utilised – though this process in fact is a never-ending story. They have carried out several different types of activities, as it was analysed in the previous chapters, and they formulated their plans for the coming few years, as follows:

- Participation in the ITB (shared stand in cooperation with other Cultural Routes of the Council of Europe in the Culture Section) – continuous, annual activity,
- Continuation of the TRANSROMANICA Bloggers Trip Series
- Launching of the “TRANSROMANICA – Unity in Diversity” project: The idea is to lay a scientific project to the basis of this initiative. A collection of visible elements (sculptures, frescoes, columns, capitals, etc.) of all TRANSROMANICA sites shall be developed. Here, the involvement of students of different European regions is envisaged. On the basis of this collection, a comparison shall be made to identify specific and direct connections (similarities) of particular elements in the Romanesque heritage sites across Europe. This information shall then be processed to make it accessible for visitors of the sites. A person visiting one TRANSROMANICA site and standing in front of one detail or element shall be made aware (e.g. by means of modern technologies such as digital information, QR code, etc.) that this particular element/detail can also be found in a very similar way in another Romanesque building in a very different part of Europe.
- Launching a TRANSROMANICA Day across the whole network
- Developing a pop-up exhibition series that shall make visitors of one TRANSROMANICA site aware of the European network and one other site that is interesting to visit. The displays shall change in a certain period of time with the aim that at every TRANSROMANICA site there will be a reference to every other TRANSROMANICA site within the course of one year.
- Annual General Assembly
- Annual Meeting of the Scientific Committee
- Annual Board Meeting
- Linking a public conference/forum to the TRANSROMANICA General Assembly
- Participation in the Council of Europe Cultural Routes Training Academies
- Participation in the Council of Europe Cultural Routes Advisory Forums
- Website Maintenance
- Social Media Presence

Recommendations:

For such an “old”, settled network it is hard to give new recommendations with completely new ideas... Thus, I can make recommendations for certain types of activities, and some theoretical, methodological issues.

- Theme and cooperation:
 - The theme is well defined and cannot be further expanded. The cooperation between different cultural routes can be a topic for further development. TRANSROMANICA already has experience in collaborating with other routes in special actions. This can be utilized in future, long-lasting cooperation on issues like joint project applications, improvement of joint tourism offer, development of joint tourism and cultural products, participation in joint events, etc. According to the route manager, this kind of work has already started with the Roman Emperors and the Danube Wine Route.

- The scientific advisory board should include tourism and marketing experts, researchers as well, to bring new aspects into their future research and scientific work.
- Activities:
 - Children and youngsters should be targeted with new kinds of activities, where they can be involved in different actions (learning by doing) – there are good examples, as it was described in the previous chapters. A new type of pedagogical program may be developed, targeting primary and secondary schools, in cooperation with teachers and/or their organisations, to develop a kind of local historical studying material. Representatives of the network could participate in lessons (history, art) and have a few lectures on the Romanesque topic. A medieval tale-writing competition can also be an attractive tool to involve young people, secondary or high school students. Youngsters can easily be targeted through mobile, smart applications, social media and other interactive tools, using the latest technology.
 - Try to find ways to boost the cooperation of Romanesque heritage and contemporary arts, either by enlarging the number of involved institutions, museums, or proposing special events (contests, projects, activities, festivals) to contemporary artists (some examples: photo-contest for photographers, new performances at old locations, story-telling and writing related to Romanesque sites, the works can be published in a book).
 - In the field of development of tourism products, quite a few results have been reached. Developing further tourism products, the main aspects are: sustainability | cooperation | connecting the offers of different product types like culture and gastronomy, culture and active tourism, culture and MICE | ethic tourism | inclusion of SMEs permanently | build a network of interested tour operators. Keep on improving new packages according to the latest tourism trends.
- Network:
 - Try to find new members and enlarge the European route in other countries, especially in Central and Eastern Europe, where there are several, still “hidden” Romanesque monuments and attractions to further diversify and intensify the present offer.
 - Try to find the way and motivation tools for entrepreneurs, cultural, historical and tourism stakeholders to be able to become a member – full or sponsoring, but declared. As we can experience, it is not an easy task, especially when we want to make entrepreneurs pay for something, but by giving them some kind of exclusivity (e.g. in marketing tools or participation in special events) they can be motivated.
- Visibility:
 - A real, uniformed framework should be defined. Signalling at sights with joint corporate design and standards can communicate the heritage in a more comprehensive way, thus increasing the transnational recognition of the network.
 - To avoid present deficiencies, the existing three documents should be united (the visibility guide of the CoE, the graphic charter and the signposting guidelines) into one visibility document and the General Assembly should debate on its acceptance. A monitoring system should also be applied, delegated this task to the route management, to be able to really coordinate the visibility and signposting activities of both the whole network and the members.

- Develop further the website into a tourism-friendly portal, increase its attractiveness with possibilities for immediate interactions and special events to participate. This can be carried out in the social media, too.
- Theoretical, methodological issues:
 - Marketing – brand-building is a very up-to-date topic according to the latest marketing trends and destination management strategies. (TRANSROMANICA is actively involved for instance in the Routes4U project, where this is one of the main activities.). Attention should be focused on the improvement of the existing brand, using the latest research results of the field. As routes can be viewed as special destinations, destination marketing methods can be useful.
 - Marketing – elaboration of a medium-term marketing plan, with one-year action plans can be a motivating tool for a coordinated work of the network.
 - Conscious use of the latest marketing results and trends (Marketing 3.0 and 4.0 by Kotler)
 - Conscious use and utilisation of the latest tourism trends in developing new offer.
 - For obtaining such knowledge, a permanent training plan, in collaboration with other routes (best practices) could be elaborated.

5. List of references

The evaluation process was based on the following methodology:

- (1) literature review,
- (2) desk research of the self-evaluation documentation,
- (3) interviews with route manager and stakeholders,
- (4) analysis of data provided by the network, and
- (5) field visit to Magdeburg, the headquarter city.

References:

- Self-evaluation documents sent by EICR to the expert
This package of documents includes the following: some minutes of meetings (general assemblies and governing board meetings), budget items, evaluation dossier filled by the route, self-assessment grid filled by the route, member list, status of the network, 3-year activity plan, self-assessment.
- Evaluation dossier sent by EICR, including the related CoE resolutions, visibility guide and checklist
- Previous evaluation report and checklist (sent by EICR to the expert)
- Documents sent by the route manager before and after the field visit
These include a collection of articles which have been published about the different activities of the network; activity list of the last years; charts for mapping the network (members and their external partners – not complete); etc.
- Official website of the route: www.transromanica.com and other websites referred to in the self-evaluation documentation, and websites of the network members
- Brochures of the route
- Personal meetings and interviews, according to the field visit programme (see chapter 6)

6. Annex 1: Field visit programme

Date of the field visit: 17th December 2018

Place of the field visit: Magdeburg

Program:

In the morning Meeting with **Christin Leser**, route manager in Berlin, travel to Magdeburg together
Visit and discussions at the headquarters of the TRANSROMANICA Cultural Route

Lunchtime Meeting with **Lars-Jörn Zimmer**, president of the network
Working lunch in the city centre

In the afternoon

- Signposting TRANSROMANICA sights
- Visit at the Romanesque Art Centre (information and visitor centre for the regional part of TRANSROMANICA, i.e. "Straße der Romanik")
- Visit at the Magdeburg Cathedral, an outstanding attraction of the TRANSROMANICA network
- Further discussions at the office

In the evening Travel back to Berlin



With Christin Leser, route manager, at the headquarters of TRANSROMANICA



At the Romanesque Art Centre, at an information board

In spite of the previously (in November) fixed date of the fields visit, I could not meet the president of the network – as he had to participate at an official meeting, according to the information given by the route manager, and nobody else was there as a deputy. Thus the working lunch was not organised as well.

7. Annex 2: Checklist

| COE CULTURAL ROUTES CERTIFICATION CHECK-LIST | | Yes | No |
|---|--|------------|-----------|
| THEME | Does the theme of the Route | | |
| | - represent a common value - historical, cultural, or heritage -to several European countries? | x | |
| | - offer a solid basis for | | |
| | youth cultural and educational exchanges? | x | |
| | innovative activities? | x | |
| | cultural tourism products development? | x | |
| | Has the theme been researched/developed by academics/experts from different regions of Europe? | x | |
| FIELDS OF ACTION | Does the Route | | |
| | - offer a platform for co-operation in research and development of European cultural themes/values? | x | |
| | - play a unifying role around major European themes, enabling dispersed knowledge to be brought together? | x | |
| | - show how these themes are representative of European values shared by several European countries? | x | |
| | - illustrate the development of these values and the variety of forms they may take in Europe? | x | |
| | - have a network of universities and research center working on its theme at the European level? | x | |
| | - have a multidisciplinary scientific committee? | x | |
| | Does the scientific Committee | | |
| | work on its theme at the European level? | x | |
| | carry out research and analysis of the issues relevant to its theme and/or activities on: | | |
| | - theoretical level? | x | |
| | - practical level? | x | |
| | Do the Route activities (according with the theme) | | |
| | - take into account and explain the historical significance of tangible and intangible European heritage ? | x | |
| | - promote the CoE values? | x | |
| | - promote the CoE CRs brand? | x | |
| | - work in conformity with international charters and conventions on cultural heritage preservation? | x | |
| | - identify, preserve, and develop European heritage sites in rural destinations? | x | |
| | - identify, preserve, and develop European heritage sites in industrial areas in the process of economic restructuring? | | x |
| | - valorize the heritage of ethnic or social minorities in Europe? | | x |
| | - contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development? | x | |
| | - enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe? | x | |
| | - take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)? | x | |
| | Are the youth exchanges (cultural and educational) planned to | | |
| | - develop a better understanding of the concept of European citizenship? | x | |

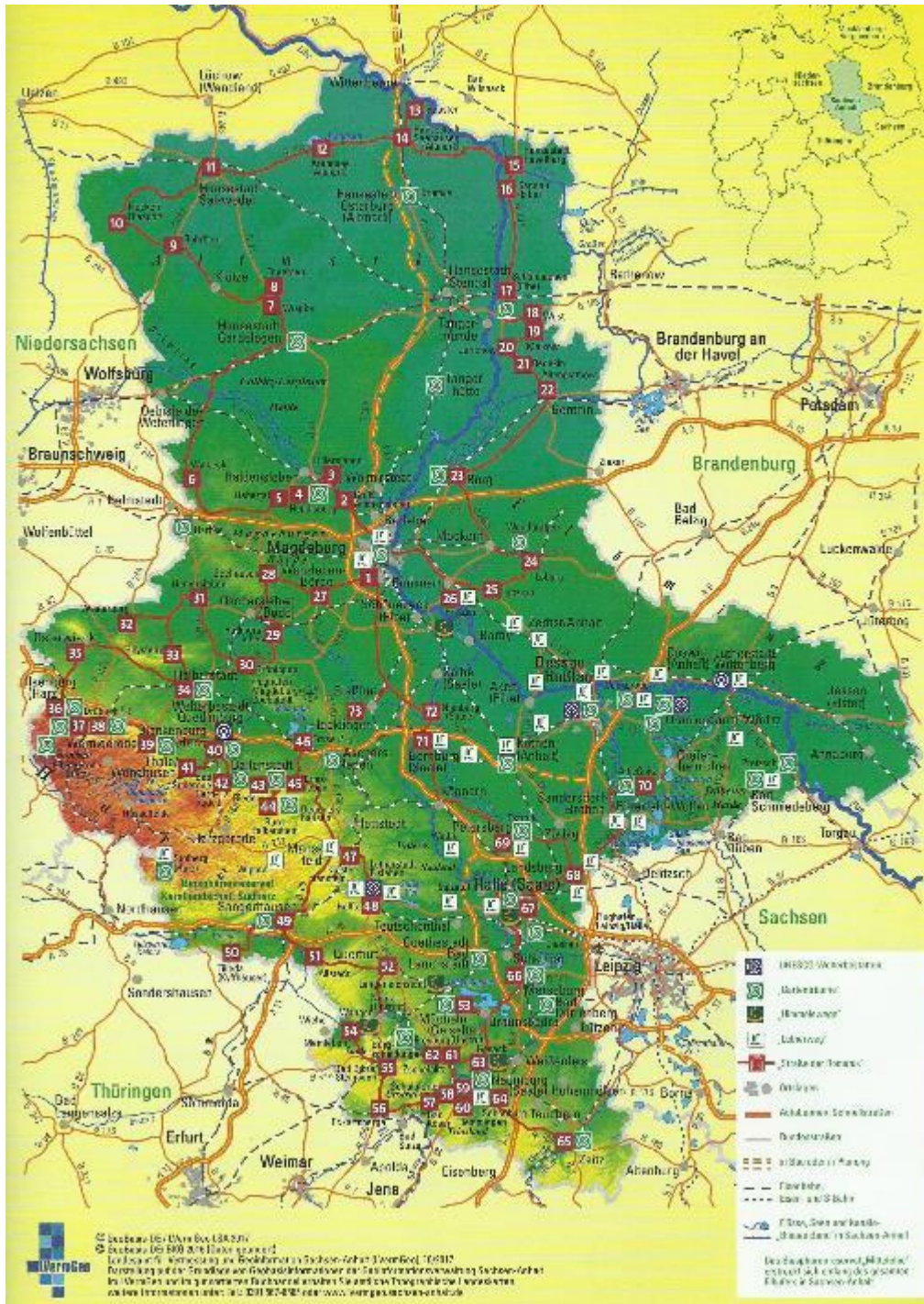
| | | | |
|----------------|--|---|---|
| | - emphasize the value of new personal experience through visiting diverse places? | x | |
| | - encourage social integration and exchanges of young people from different social backgrounds and regions of Europe? | | x |
| | - offer collaborative opportunities for educational institutions at various levels? | | x |
| | - place the emphasis on personal and real experiences through the use of places and contacts? | x | |
| | - set up pilot schemes with several participating countries? | x | |
| | - give rise to co-operation activities which involve educational institutions at various levels? | | x |
| | | | |
| | Do the Route's cultural activities (contemporary cultural and artistic practice related) | | |
| | - promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries? | x | |
| | - encourage artistic projects that establish the links between cultural heritage and contemporary culture? | x | |
| | - encourage innovative cultural and contemporary art practices* connecting them with the history of skills development? | x | |
| | - encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?* | x | |
| | - encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe? | | x |
| | - encourage activities and artistic projects which explore the links between heritage and contemporary culture? | x | |
| | - highlight the most innovative and creative practices? | x | |
| | - link these innovative and creative practices with the history of skills development?*** | | x |
| | | | |
| | Do the Route's activities (relevant to sustainable cultural tourism development) | | |
| | - assist in local, regional, national and/ or European identity formation? | x | |
| | - actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media? | x | |
| | - promote dialogue between | | |
| | urban and rural communities and cultures? | | x |
| | developed and disadvantaged regions? | x | |
| | different parts (south, north, east, west) of Europe? | x | |
| | majority and minority (or native and immigrant) cultures? | | x |
| | - open possibilities for co-operation between Europe and other continents? | x | |
| | - draw decision makers' attention to the necessity of protecting heritage as part of sustainable development of the territory? | x | |
| | - aim to diversify of cultural product, service and activities offers? | x | |
| | - develop and offer quality cultural tourism products, services or activities transnationally? | x | |
| | - develop partnerships with public and private organisations active in the field of tourism? | x | |
| | Did the network prepare and use tools all along the route to raise the number of visitors and the economic impacts of the route on the territories crossed? | x | |
| | | | |
| NETWORK | Does the Route represent a network involving at least three Council of Europe's member states? | x | |
| | Was the theme of the network chosen and accepted by its members? | x | |
| | Was the conceptual framework for this network founded on a scientific basis? | x | |

| | | | |
|----------------------------|--|-----------|-----------|
| | Does the network involve several Council of Europe member states in all or part of its project(s)? | x | |
| | Is the network financially sustainable? | x | |
| | Does the network have a legal status (association, federation of associations, EEIG,...)? | x | |
| | Does the network operate democratically? | x | |
| | Does the network's programme | | |
| | - specify | | |
| | its objectives and methods? | x | |
| | the regions concerned by the project? | x | |
| | its partners and participating countries (current and potential)? | x | |
| | the fields of action involved? | x | |
| | the overall strategy of the programme in the short- and long term? | x | |
| | - identify potential participants and partners in CoE member states and/or other world countries? | x | |
| | - provide details of its financing (financial reports and/or activity budgets)? | x | |
| | - provide details of its operational plan? | x | |
| | - append the basic text(s) confirming its legal status? | x | |
| COMMUNICATION TOOLS | Does the Route have its own logo? | x | |
| | Do all partners of the network use the logo on their communication tools? | x | |
| | Does the Route have its own dedicated website ? | x | |
| | Is it the website translated into English and French? | x | |
| | Is it the website translated into other languages? | | x |
| | Does the network use effectively social networks and web 2.0? | x | |
| | Does the network publish brochures on the Route? | x | |
| | if yes, are the brochures translated in English? | x | |
| | if yes, are the brochures translated in French? | x | |
| SCORE | | 66 | 10 |

8. Annex 3.

In this plus chapter I would like to illustrate some issues that I found important during the regular evaluation process, and refer to them in the document.

(1) The map of the “Straße der Romanik” in Saxony-Anhalt

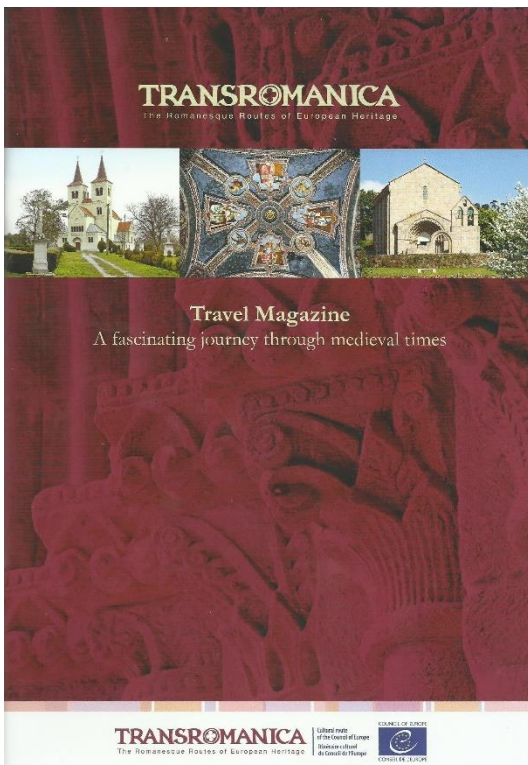


(2) The Premonstratensian Monastery of Our Blessed Lady, Magdeburg, hosting a contemporary art museum now



Source: own photo

(3) TRANSROMANICA TRAVEL MAGAZINE



Source: own collection, scanned

(4) Regional Guest Magazine FASZINATION STRAÙE DER ROMANIK



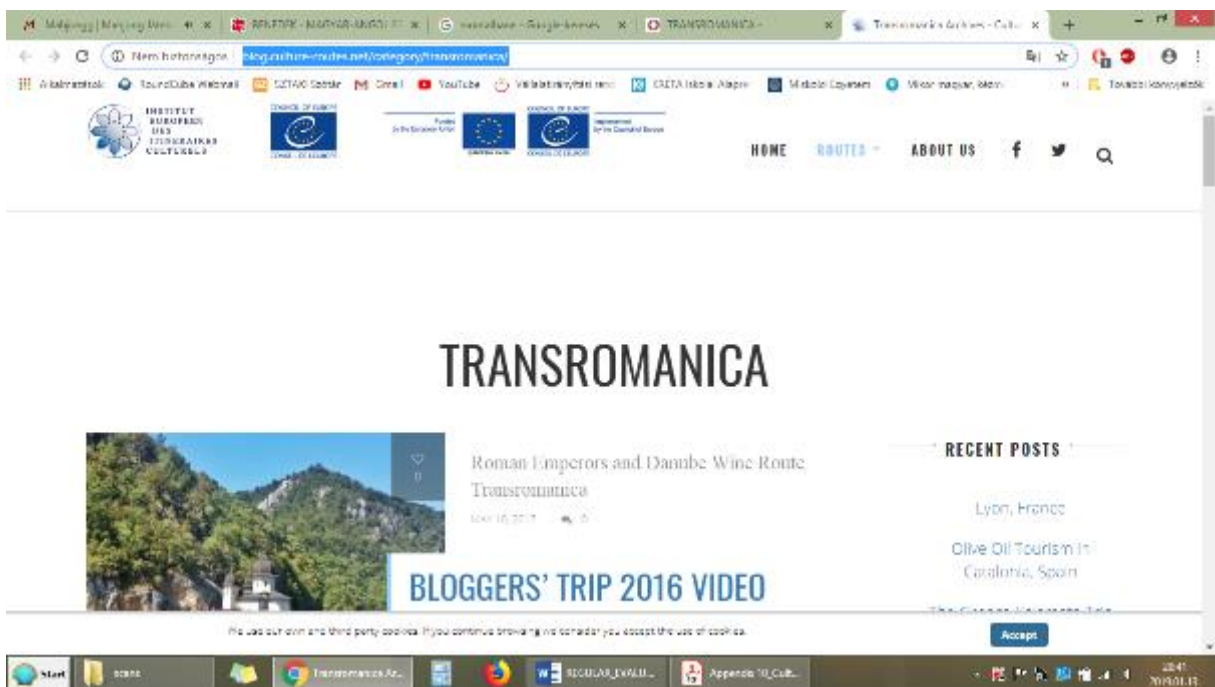
cover page



inner page

Source: own collection, scanned

(5) Bloggers trip website: <http://blog.culture-routes.net/category/transromantica/>



(6) Bloggers trip 2018 in Saxony-Anhalt, Straße der Romanik



<https://www.nina-travels.com/cultural-route-transromantica-germany/>

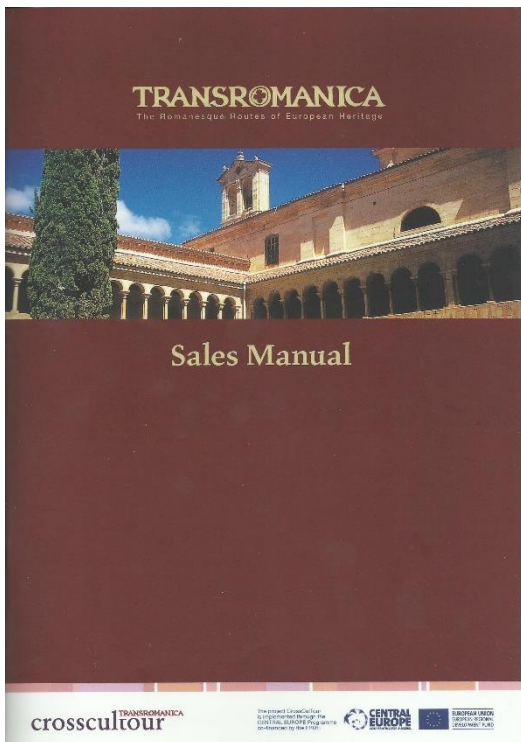


<https://www.vero4travel.com/2018/09/que-ver-en-magdeburgo.html>

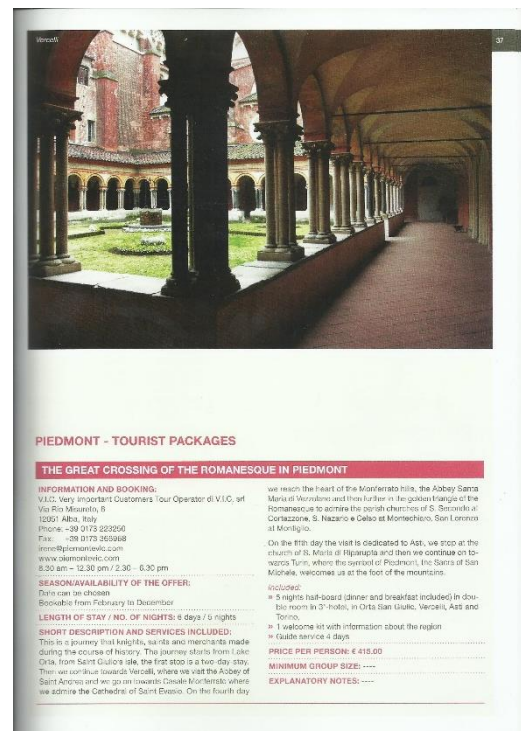


https://europeupclose.com/article/5-days-saxony-anhalt-germany-transromantica/?utm_source=facebook&utm_medium=social&utm_campaign=SocialWar&cn-reloaded=1

(7) SALES MANUAL



cover page

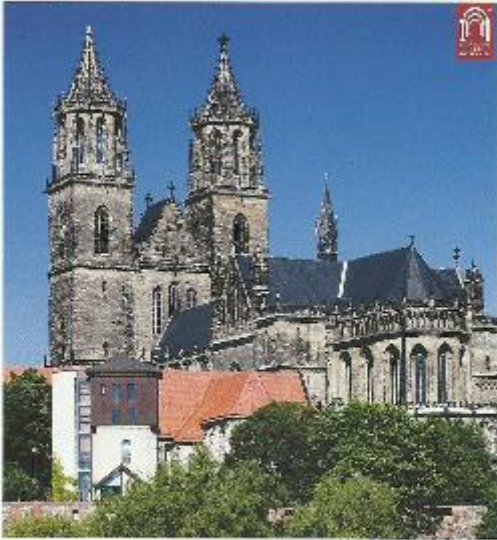


inner page with a sample package

Source: own collection, scanned

(8) The information cards which can be found at the Romanesque Art Centre – these examples are about the TRANSROMANICA sights in Magdeburg, with their logo in the upper right corner.

1 Dom St. Mauritius und St. Katharina
Magdeburg



Dom St. Mauritius und St. Katharina
Am Dom 1, 06104 Magdeburg
Tel. +49 (0) 391 340433, Fax +49 (0) 391 3347577
info@magdeburger.de
www.magdeburger.de

Erste gotische Kathedrale auf deutschem Boden



Jährlich verlässt Kaiser Otto der Große 955 den Bau der Magdeburger Dom. Durch einen Staubrand zerstört, wurde dieser nach als erster gotischer Kathedralbau auf deutschem Boden wiederrichtet. Heute ist der Dom Teil der „Straße der Romanik“. Noch immer können hier die Gräber Kaiser Ottos, eine Kreuzgangskapelle und Aufstattungsstücke aus der Zeit der Romanik besichtigt werden. Aber auch aus der Zeit der Gotik findet man originale Kunstwerke von europäischem Rang wie die Skulpturen der Klagenfurt 16-fachen Jungfrauen oder das Holmskele Palast, 2008 wurde eine weitere große Entdeckung gemacht: Bei Grabungen im Dom fand man den Berg von Königin Baldis – der ersten Gemahlin Ottos des Großen. Vor dem Westportal ist seit 2012 ein dem berühmten Vorbild von Chartres nachempfundenes Labyrinth zu finden.

The Kaiser's Cathedral
In the year 955 Kaiser Otto the Great ordered the construction of the cathedral. It was destroyed by fire and the cathedral was rebuilt in the first Gothic cathedral in Germany. In 2008 the 20th century found the first wife of Otto the Great, was found in the Cathedral.

Offnungszeiten / opening times
Mo - Mi 10.00 - 12.00 Uhr
Do - So 10.00 - 12.00 Uhr
Mo - So 10.00 - 12.00 Uhr
Sa - So 10.00 - 12.00 Uhr
Sa - So 10.00 - 12.00 Uhr

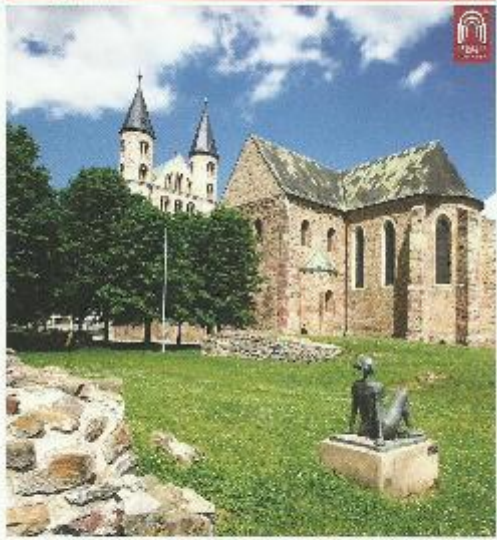
Eintritt / ticket
Mo - So 1,00 €
Sa - So 1,50 € und 3,00 €

Preise / prices
Eintritt frei
Offen: 10.00 - 12.00 Uhr

Legende / key
 Historische Sehenswürdigkeiten
 Gärten / Parks
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze

Gut.
www.gut.de/magdeburg

5 Kunstmuseum Kloster
Unser Lieben Frauen, Magdeburg



Kunstmuseum Kloster Unser Lieben Frauen
Anger, 06104 Magdeburg
Tel. +49 (0) 391 369200, Fax +49 (0) 391 369201
presse@kunstmuseum-magdeburg.de
www.kunstmuseum-magdeburg.de

Moderne Kunst in alten Mauern



Das Kunstmuseum Kloster Unser Lieben Frauen ist der wichtigste Ort für zeitgenössische Kunst in Sachsen-Anhalt und einer der beliebtesten Touristenziele des Landes. Seine einzigartige Charakteristik gewährt das Museum aus der Verbindung neuer Kunst mit alter Architektur. Die Räume des Museums befinden sich in einer romanischen Klosteranlage, die im 11. und 12. Jahrhundert errichtet wurde und die eine der am besten erhaltenen Anlagen. Ausgangs- und Endpunkt der berühmten „Straße der Romanik“, aber das Museum umgebende Hauptpark, konnte in den vergangenen Jahren um wichtige künstlerische Positionen erweitert werden. Wechselnde Sonderausstellungen widmen sich im Museum ausgestellt. Themen der internationalen Gegenwartskunst oder geben Einblick in das Werk wichtiger zeitgenössischer Künstler.

Modern art in old walls
The Romanesque monastery of Our Lady 1,000 years old is home to the most important museum of contemporary art in Saxony-Anhalt. The contrast adds greatly to the appeal of this wonderful location.

Offnungszeiten / opening times
Di - Fr 10.00 - 17.00 Uhr
Sa - So 10.00 - 18.00 Uhr

Eintritt / ticket
auf Anfrage

Preise / prices
Erwachsene 5,00 €
FamKlgt 3,00 €
16-18 Jahre ohne Eintritt

Legende / key
 Historische Sehenswürdigkeiten
 Gärten / Parks
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze
 Spielplätze

Gut.
www.gut.de/magdeburg

Source: own collection, scanned

(9) Map of the Romanesque Route of Saxony-Anhalt, Germany



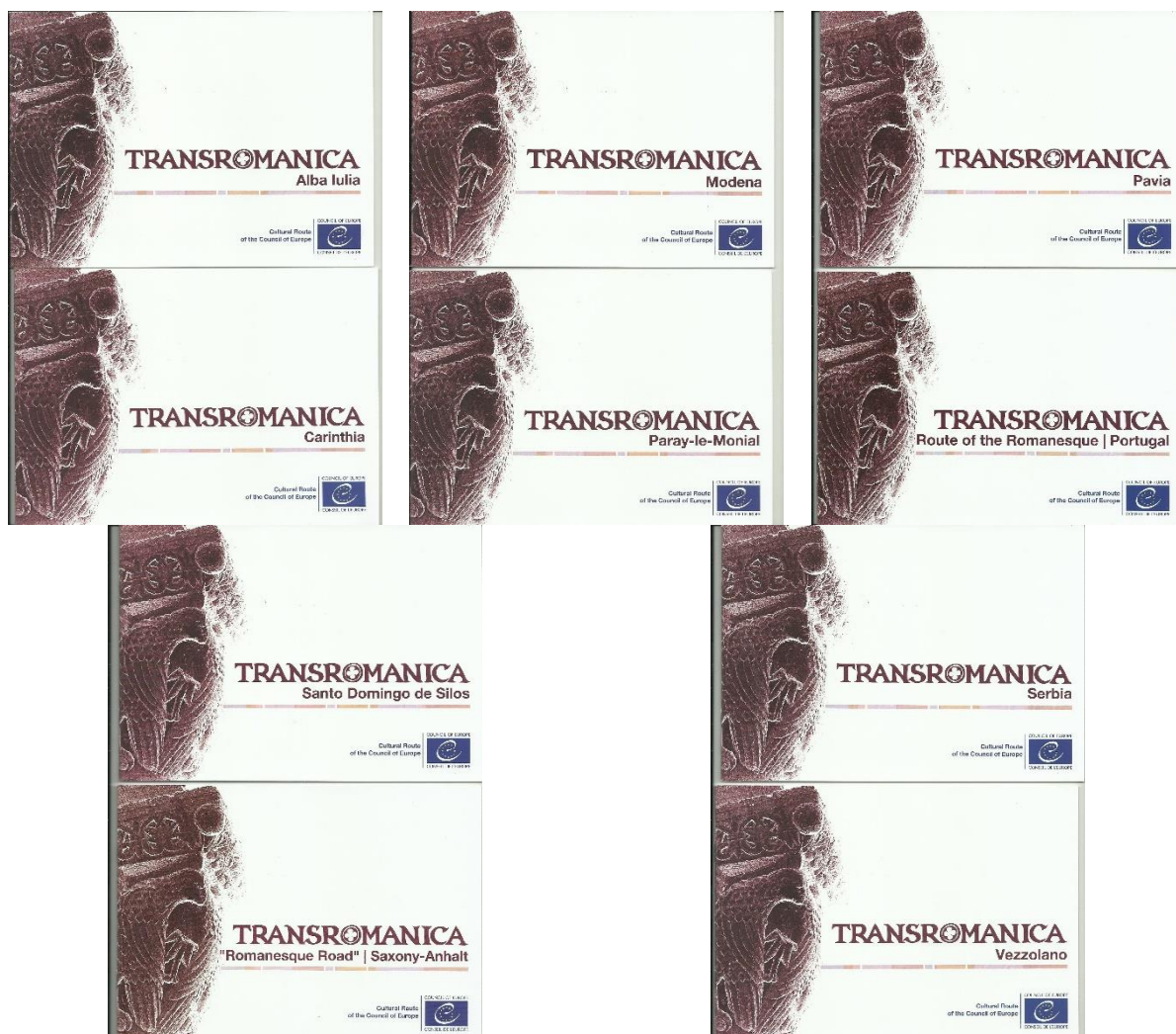
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back

Source: own collection, scanned

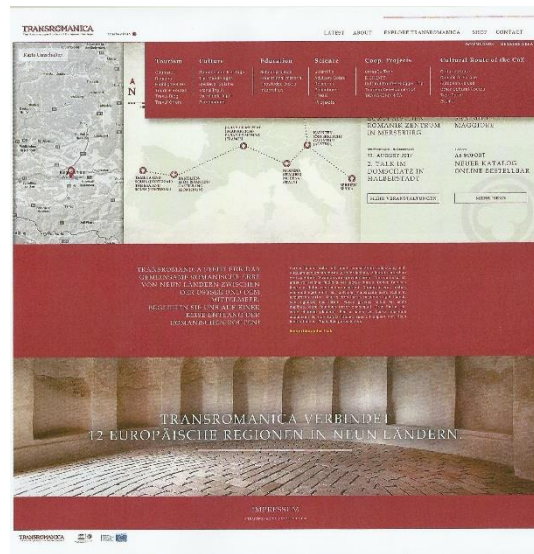
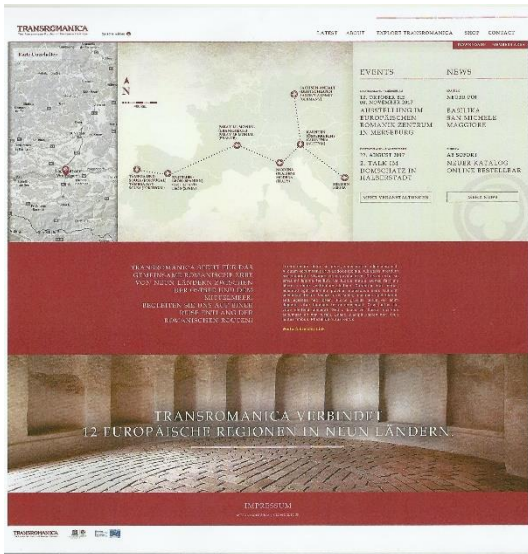
(10) Brochure series about the member regions



Source: own collection, scanned

Also available on the website: <http://www.transromanica.com/en/downloads/?artikel=389>

(11) Plans of the new website



Source: document provided by the route manager during the field visit, scanned

(12) Signposts in Magdeburg



Source: own photos in Magdeburg, field-visit